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Impact of Social Media on Society

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The rapid rise of social media platforms over the last fifteen years has fundamentally changed the way human beings communicate, share information, and build personal relationships. What initially started as a simple digital tool to reconnect with old school friends has now evolved into a massive global phenomenon that deeply influences our daily thoughts, political opinions, and consumer choices. Platforms like Facebook, which was launched to the public in the year 2004, followed by Twitter and Instagram, have completely removed all geographical barriers, allowing a person sitting in India to instantly share a photograph or a video with a friend living in the United States. This unprecedented level of global connectivity has brought many positive changes to modern society. For instance, social media has given a powerful voice to ordinary citizens, allowing them to raise public awareness about important social issues, mobilize peaceful protests, and demand immediate accountability from their elected government officials. It has also created an incredibly democratic platform for independent artists, writers, and small business owners to showcase their unique talents and sell their products to a global audience without spending huge amounts of money on traditional television advertising. During times of natural disasters like floods or earthquakes, social media networks act as a vital communication lifeline, helping rescue teams locate stranded victims and allowing kind people to quickly arrange food and medical supplies for the affected communities. However, the dark side of this digital revolution is becoming increasingly impossible to ignore. The constant and obsessive use of social media has been directly linked to a sharp rise in mental health issues, particularly among young teenagers. The digital world is flooded with heavily edited photographs and highly unrealistic lifestyle standards, which often make young people feel deeply insecure about their own physical appearance and social status. Furthermore, the dangerous spread of fake news and malicious rumors on these platforms poses a severe threat to public harmony and the democratic process. Because information travels at lightning speed on the internet, a single false message can quickly spark panic and even lead to real-world violence before the local police can verify the facts. The addictive nature of social media is another major concern for parents and teachers. The endless scrolling features are deliberately designed by technology companies to keep users hooked to their screens for many hours, which severely affects their academic performance, outdoor physical activities, and normal sleep patterns. In addition, the lack of face-to-face interaction is slowly reducing our emotional empathy and our ability to

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hold deep, meaningful conversations in real life. People are often seen sitting together in a restaurant, but instead of talking to each other, they remain completely glued to their mobile screens. Another critical issue is the creation of digital echo chambers, where algorithms only show us information that perfectly matches our existing beliefs. This stops us from understanding different perspectives and makes society more divided over time. Therefore, we should actively try to read diverse opinions and think logically before sharing any unverified forward messages with our friends and family members. **2909** **2996** **3083** **3161** **3244** **3331** **3415** **3431**